



Your Foot has a "Figure" too . . .

And it's as individual as the figure you see in the mirror. That's why you need more than correct width and length in a shoe. Come in . . . let us show you Gold Cross Shoes made over the last that conforms to your individual foot's proportion and "figure." You have the largest selection of lasts in the world to choose from in Gold Cross Shoes. And they're the famous "Limit" lasts that have brought youth and tireless energy to the feet of millions of women.

America's unchallenged shoe value at \$**6.95**
Most styles \$**7.45**

STRAIN BROS.
GREAT FALLS, MONT.

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

PLACE
ONE CENT
STAMP
HERE

3B-H573

POST CARD

Women's feet have gone To war



Reg. U. S. Pat. Office



The MARCEL



The ARDEN



The PEGGY



The PRADO



**RED CROSS SHOE
DEMONSTRATION WEEK**

Gold Cross Shoes FAMOUS FOR OVER 50 YEARS as Red Cross Shoes